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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
David W. Roth et al.

Application No.: 09/216,206

Confirmation No.: 1079

Filed: December 18, 1998

Group Art Unit: 3622

For: System and method for real-time bidding  
for internet advertising space

Examiner: John W. Van Bramer

INFORMATION DISCLOSURE STATEMENT (IDS)

VIA FEDEX

United States Patent and Trademark Office  
Customer Service Window, Mail Stop Amendment  
Randolph Building  
401 Dulany Street  
Alexandria, VA 22314

Dear Sir:

Pursuant to 37 CFR §§1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08 forms. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

The fee of 37 CFR § 1.17(p) is being submitted herewith.

03/05/2007 SZENDIE1 00000111 09216206  
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References A through E were cited by the Japanese Patent Office in a related Japanese patent application. A substantial – but not a word-by-word – translation of

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each Japanese reference is being provided herewith. The translations were provided by Mr. Thurston Smith, a freelance translator.

Reference F – “Ebay” was cited in a related Canadian application.

References G through Y are documents filed in Interference No. 104/443, of parent application no. 08/787,979. While the documents are from the parent application, the documents are not necessarily included in the parent file-wrapper and are therefore being provided for the Examiner’s convenience.

Reference Z is an article describing the product development of a predecessor-assignee of the present application.

Whether or not the information and references disclosed in this Information Disclosure Statement is “material” pursuant to 37 CFR §1.56, this submission is not intended to constitute an admission that any patent, publication or other information referred to therein is “prior art” for this invention unless specifically designated as such.

In accordance with 37 CFR §1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR §1.56(a) exists.

Dated: March 1, 2007

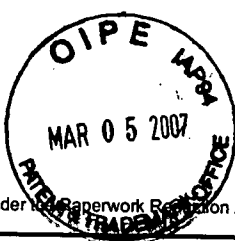
Respectfully submitted,

Signature: /Benzion A. Wachsman/

Benzion A. Wachsman

General Manager, BEH Investments LLC

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PTO/SB/08b (09-06)  
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Substitute for form 1449B/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet

1

of

3

### Complete if Known

Application Number

09/216,206

Filing Date

December 18, 1998

First Named Inventor

David William Roth

Art Unit

3622

Examiner Name

John W. Van Bramer

Attorney Docket Number

### NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
	A	Japanese Document, A Multi Agent Approach to Service Integration, Technical Report of the EICE AI-96-23 (1996-11) of Japan, Vol. 96 Issue No. 346, Ueno et al., November 2, 1996 p. 9-16	✓
	B	Japanese Document, An Agent-based Approach to Autonomous Vehicles Scheduling, OKI Electric research and development, OKI Electric, Japan, Vol. 63, Issue No. 3, Unoki et al., July 1, 1996, pp. 79-84	✓
	C	Japanese Document, Marketing Strategy of E-commerce, Diamond, Japan, YASUDA, Ryuji, December 5, 1996, P. 174	✓
	D	Japanese Document, A New Advertising Business Framework in the 1:1 Marketing, Technical Report of the Information Processing Society of Japan, Vol. 37, Issue No. 6, Kohda et al. June 15, 1996, pp. 1235-1236	✓
	E	Japanese Document, A Method of Knowledge Escription for Multi Agent System, Forum in 1996 of JSAI, Japan Society for Artificial Intelligence, Matsuda et al., June 27, 1996 p 131-134	✓
	F	Ebay - Wikipedia, the free Encyclopedia, printed from the Internet on 11/23/2006, pp 1-8	
	G	Roth's Transmittal of Preliminary Statement, paper 27, Interference No. 104,443, 19 pages, 8/15/2000	
	H	Roth's Preliminary Motion No. 1, paper 21, Interference No. 104,443, 13 pages, 8/15/2000	
	I	Roth's Preliminary Motion No. 2, paper 22, Interference No. 104,443, 24 pages, 8/15/2000	

Examiner  
Signature

/John Van Bramer/

Date  
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03/03/2008

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<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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				Application Number	09/216,206
				Filing Date	December 18, 1998
				First Named Inventor	David W. Roth
				Art Unit	3622
				Examiner Name	John W. Van Bramer
Sheet	2	of	3	Attorney Docket Number	

NON PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>	
	J	Roth's Preliminary Motion No. 3, paper 23, Interference No. 104,443, 18 pages, 8/15/2000		
	K	Roth's Preliminary Motion No. 4, paper 23, Interference No. 104,443, 13 pages, 8/15/2000		
	L	Roth's First Declaration of Heidi K. Carson, paper 24, Interference No. 104,443, 36 pages, 8/14/2000		
	M	Sundby's Opposition to Roth's Motion No. 1, paper 29, Interference No. 104,443, 7 pages, 9/25/2000		
	N	Opposition to Roth's Motion No. 2, paper 30, Interference No. 104,443, 6 pages, 9/25/2000		
	O	Opposition to Roth's Motion No. 3, paper 31, Interference No. 104,443, 2 pages, 9/25/2000		
	P	Opposition to Roth's Motion No. 4, paper 32, Interference No. 104,443, 3 pages, 9/25/2000		
	Q	Reply Brief Relating to Roth's Motion No. 1, paper 33, Interference No. 104, 443, 8 pages, 10/17/2000		
	R	Reply Brief Relating to Roth's Motion No. 2, paper 34, Interference No. 104, 443, 4 pages, 10/17/2000		
	S	Reply Brief Relating to Roth's Motion No. 3, paper 35, Interference No. 104, 443, 3 pages, 10/17/2000		

Examiner Signature	/John Van Bramer/	Date Considered	03/03/2008
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	T	Reply Brief Relating to Roth's Motion No. 4, paper 36, Interference No. 104, 443, 3 pages, 10/17/2000	
	U	Roth's Motion No. 5, paper 37, Interference No. 104,443, 8 pages, 12/18/2000	
	V	Sundby's Opposition to Roth's Motion No. 5, paper 41, Interference No. 104,443, 3 pages, 1/2/2001	
	W	Order to Dismiss Motion No. 5, paper 40, Interference No. 104,443, 2 pages, 1/2/2001	
	X	Roth's Notice of Withdrawal of Motions Nos. 1-4, paper 42, Interference No. 104,443, 2 pages, 1/10/2001	
	Y	Judgment, paper 44, Interference No. 104,443, 2 pages, 1/12/2001	
	Z	Brian Black, "Database and the Web: Giant Steps - Flycast", Database Programming & Design, Jan. 1997, 4 pages	

Examiner Signature	/John Van Bramer/	Date Considered	03/03/2008
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